PHILIP MORRIS COMPANIES INC. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y 10017

TO: DISTRIBUTION **DATE:** August 11, 1986

FROM: Hamish Maxwell

A couple of weeks ago I met with Harold Burson in order to see if he and his company could develop any major ideas or programs which could improve the public relations posture of the cigarette industry.

I am attaching a letter which he has now written to me which I ask you to read and consider. We will get together shortly to discuss whether we should take this any further.

Hamish Maxwell

Attachment

HM:pfk

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